

# 2018 Training Opportunities

## 2018 Virginia Main Street Training Opportunities

### **Jan. 24 - 25: Main Street Director's Retreat, *Fredericksburg***

This special session is for program managers from **designated communities only**.

### **February 1: WEBINAR – DHCD Grants**

Join DHCD staff as we walk through the grant resources available through the department to those with qualifying economic development, design, and community revitalization projects. This will include all Virginia Main Street (VMS) Affiliates grants, Building Entrepreneurial Economies (BEE), Building Collaborative Communities (BCC), Community Business Launch (CBL), and the Industrial Revitalization Fund (IRF).

### **March 8: Webinar – Enhancing the Buy Local Experience (Elissa Hillary, Local First)**

Local First leads the development of an economy grounded in local ownership that meets the basic needs of people, builds local wealth and social capital, functions in harmony with the West Michigan ecosystem, and encourages joyful community. Executive Director, Elissa Hillary, will be sharing that mission and providing tangible examples of ways to build a resilient economy in your community.

### **April 17, 18 & 19: Regional Rev Ups: Opportunity Analysis and Walking Tour: Economic Vitality - *Warrenton, Marion, and South Boston* (Matt Wagner, National Main Street)**

Data is typically the driver in most opportunity analysis. However, we often underestimate the importance of examining the current state of downtown through the lens of existing business niches, non-traditional traffic generators and underutilized spaces. With an eye toward being a keen observer, this workshop will walk participants through an opportunity analysis process by focusing on market data understanding and a walk-through of the host REV-UP commercial district. Particular focus will be those opportunities that align with your Transformation Strategies and target specific Economic Vitality-driven projects.

### **July 16 – 18: Downtown Intersections, *Harrisonburg***

Our 3<sup>rd</sup> annual Downtown Intersections will provide education and inspiration for communities to build a strong foundation for revitalization efforts through effective and inclusive organizations, broad based community engagement, and successful promotion. Join us for networking with community revitalization practitioners, professionals, and enthusiasts from around the state.

### **September 20: Webinar – Strategic Planning: *Virginia Main Street***

Strategic Planning is critical for organizational success; building consensus around the vision and establishing the measurable goals that will drive everything from big picture decisions to day-to-day operations. Virginia Main Street staff will help you plan to plan, providing the tools and resources to help you develop and implement a process that brings your team together and defines the common goal.

### **October 11, 17 & 18: Regional Rev Ups: Opportunity Analysis and Walking Tour: Design - *Bristol, Blackstone, and Gloucester* (Kathy Frazier, Frazier Associates)**

Virginia Main Street's design guru Kathy Frazier will lead a walking tour of the districts, guiding attendees through the process of identifying potential design projects. Classroom discussion and activities will provide instruction on developing a plan of action to bring those projects to fruition.

## Recommended Training Opportunities Provided By VMS Partners

### Main Street Now Conference - March 26-28, 2018

Kansas City, MO

### APA Virginia Conference - July 22-25, 2018

Wintergreen Resort, Nellysford, VA

### Preservation Virginia Conference – October 18 & 19, 2018

Danville, VA

### **Governor's Housing Conference - TBD**

## Training Attendance Policy

Virginia Main Street (VMS) trainings are an important opportunity to gain new skills, network with other communities, and learn about resources available for downtown revitalization. Every attempt is made to make trainings an excellent learning experience that is convenient and reasonably priced. Because attendance at trainings is important, VMS has developed the following attendance policy.

- ☐ Each Designated Community is expected to attend as follows:

Accreditation by the National Main Street Center (NMSC) is determined by the Local Organization's adherence to and successful fulfillment of the Center's Ten Standards of Performance. Of these Standards is the designated community requirement to conduct a program of ongoing training for staff and volunteers.

To that end, the **local organization agrees to continue program volunteer and staff development in the Main Street Approach by attending training as provided by Virginia Main Street and the National Main Street Center.** Attendance by an organizational representative at all VMS training is expected. Attendance at trainings sponsored by the Center is highly encouraged.

*-Virginia Main Street Annual Letter of Agreement*

- ☐ Attendance by DHCD Commercial District Affiliates is considered an element of their "active participation" which is necessary to maintain their status.

If you have questions about this policy, please contact Virginia Main Street at (804) 371-7030.